

Marketing in Europe

Index: August 1979

Nos. 100~201



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A GUIDE TO EUROPEAN MARKETS

MARKETING IN EUROPE (MIE) IS A MONTHLY PUBLICATION PROVIDING DETAILED, INDEPENDENT STUDIES OF MARKETS FOR SPECIFIC CONSUMER PRODUCTS IN EUROPE. THE EMPHASIS IS ON THE ORIGINAL SIX EC COUNTRIES (BELGIUM, LUXEMBURG, THE NETHERLANDS, GERMANY, FRANCE AND ITALY), ALTHOUGH OTHER CONTINENTAL MARKETS AND, IN PARTICULAR, AUSTRIA, SWITZERLAND AND SPAIN ARE OCCASIONALLY FEATURED.

(THE UNITED KINGDOM MARKET IS COVERED BY SEPARATE PUBLICATION - RETAIL BUSINESS - PREPARED BY THE EIU'S LONDON OFFICE.)

CONTENTS

EUROPEAN COMMUNITY MARKETING REVIEW. A summary of recent developments throughout Europe in the field of marketing, with particular focus on European Community affairs.

TRADE REVIEWS. Broad product sectors in individual EC countries are reviewed each month: basic market data are brought up to date and the latest trends highlighted. A total of 30 Trade Reviews are published systematically each year.

SPECIAL REPORTS. Each issue usually contains three Special Reports, providing in-depth analysis of the market for a specific product or product group. Information is provided under the following main headings:

INTRODUCTION	MANUFACTURERS, BRANDS, MARKET SHARES
PRODUCTION	DISTRIBUTION
FOREIGN TRADE	PRICES AND MARGINS
APPARENT CONSUMPTION	ADVERTISING AND PROMOTION
CONSUMPTION PATTERNS	PROSPECTS.

FORMAT

A year's subscription comprises a total of 12 issues, subdivided into three groups of four quarterly issues. Each group covers a carefully defined product field and can be subscribed to separately by those who do not require information on the other two product groups.

The three product groups are:

1. FOOD, DRINK, TOBACCO
2. CLOTHING, FURNITURE, LEISURE GOODS
3. CHEMISTS GOODS, HOUSEHOLD GOODS, DOMESTIC APPLIANCES .

Regardless of the group of products covered, there is complete uniformity in the layout of contents of each issue. Trade Reviews for any given month always cover the same product sectors and countries. Special Report topics are selected from within the product group of the issue concerned.

MARKETING IN EUROPE - Index

This index to *MARKETING IN EUROPE* is divided into three sections:

- Alphabetical Index to Main Trade Review Topics, page 5
- Alphabetical Index to Special Reports, page 8
- Country Index to Special Reports, page 18

KEY TO COUNTRIES

B	Belgium	Fin	Finland
F	France	Nor	Norway
N	Netherlands	Spn	Spain
G	Germany (Federal Republic)	Swe	Sweden
I	Italy	Swi	Switzerland
A	Austria	EC	All EC countries
D	Denmark	EFTA	All EFTA countries

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An index to issues before No 100 March 1971 of *MARKETING IN EUROPE* is available from all EIU offices.

AVAILABILITY OF ISSUES

Back copies are available from the EIU (Europe) SA in Brussels. Issues under 12 months old may also be obtained from the EIU Ltd. in London. Both offices furnish photocopies of articles (or complete issues), if stock copies are no longer available.

INDEX TO TRADE REVIEWS

NUMBERS 155-201, OCTOBER 1975 TO AUGUST 1979

Trade Reviews are scheduled on a regular annual pattern according to product group and according to country. In this way, Germany is grouped with Italy, and Belgium with France and the Netherlands.

For example: the Trade Reviews on Non-Alcoholic and Alcoholic Beverages (Group 1) covering Germany and Italy are scheduled for January, and those covering Belgium, France and the Netherlands appear in October.

Trade Reviews are presented in three sections - Market Size, Market Trends and Prospects. Under MARKET SIZE, basic data on production, foreign trade and consumption are brought up to date. MARKET TRENDS cover recent developments in the sectors concerned as well as concentrating on different market aspects each year, chosen from a wide range of topics: *advertising and promotion* (expenditure, media, methods); *manufacturers* (size, market shares, mergers); *price movements*; *distribution and margins* (number and size of outlets, share of channels and outlets in sales, mark-ups); *consumption patterns* (ownership levels, per capita consumption, socio-economic breakdown of demand); *product development* (new product lines); etc. PROSPECTS sections assess future development in the sectors under discussion.

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155	October 1975	179	October 1977
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170	January 1977	194	January 1979
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173	April 1977	197	April 1979
174	May 1977	198	May 1979
175	June 1977	199	June 1979
176	July 1977	200	July 1979
177	August 1977	201	August 1979
178	September 1977		

ANNUAL TRADE REVIEW FORMAT

<u>Month</u>	<u>Countries</u>	<u>Product Group</u>	<u>Topic</u>
January	G I	Food, Drink, Tobacco (1)	Non-Alcoholic and Alcoholic Beverages (2-part)
February	B F N	Clothing, Furniture, Leisure Goods (2)	Furniture and Furnishings (2-part)
March	G I	Chemists Goods, Household Goods, Domestic Appliances (3)	Pharmaceuticals, Cosmetics and Toiletries, Cleaning Products (3-part)
June	B F N	Chemists Goods, Household Goods, Domestic Appliances (3)	Domestic Appliances and Sound Equipment (2-part)
July	G I*	Food, Drink, Tobacco (1)	Processed and Preserved Foods, Confectionery and Bakery Products (2-part)
August	B F N	Clothing, Furniture, Leisure Goods (2)	Clothing and Footwear (2-part)
September	G I*	Chemists Goods, Household Goods, Domestic Appliances	Domestic Appliances and Sound Equipment (2-part)
October	B F N	Food, Drink, Tobacco (1)	Non-Alcoholic and Alcoholic Beverages (2-part)
November	G I	Clothing, Furniture, Leisure Goods (2)	Furniture and Furnishings (2-part)
December	B F N	Chemists Goods, Household Goods, Domestic Appliances (2)	Pharmaceuticals, Cosmetics and Toiletries, Cleaning Products (3-part)

* Due to a delay in the compilation of official statistics, the Italian Trade Reviews on Prepared Foods and Domestic Appliances were in some years published three months later than originally scheduled. Please consult the following Trade Review Index.

ALPHABETICAL INDEX TO MAIN TRADE REVIEW TOPICS

<u>Subject</u>	<u>Country</u>	<u>Issues</u>
Beer	G	158,170,182,194
-	I	161,170,182,194
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-	F	155,170,179,191
-	N	155,167,179,191
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-	I	156,168,180,192
-	B	159,171,183,195
-	F	159,171,183,195
-	N	159,171,183,195
Cleaning Products	G	160,172,184,196
-	I	160,172,184,196
-	B	157,169,181,193
-	F	157,169,181,193
-	N	157,169,181,193
Clothing	G	162,174,186,198
-	I	162,174,186,198
-	B	165,177,189,201
-	F	165,177,189,201
-	N	165,177,189,201
Confectionery	G	164,176,188,200
-	I	164,179,188,200
-	B	161,173,185,197
-	F	161,173,185,197
-	N	161,173,185,197
Cosmetics	G	160,172,184,196
-	I	160,172,184,196
-	B	157,169,181,193
-	F	157,169,181,193
-	N	157,169,181,193
Dairy Products	G	164,176,188,200
-	I	164,176,191
-	B	161,173,185,197
-	F	161,173,185,197
-	N	161,173,185,197
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-	I	164,176,191
-	B	161,173,185,197
-	F	161,173,185,197
-	N	161,173,185,197
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-	I	164,179,188,200
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-	N	161,173,185,197

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-	I	164, 176, 191
-	B	161, 173, 185, 197
-	F	161, 173, 185, 197
-	N	161, 173, 185, 197
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-	I	156, 168, 180, 192
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-	I	162, 174, 186, 198
-	B	165, 177, 189, 201
-	F	165, 177, 189, 201
-	N	165, 177, 189, 201
Meat - Preserved	G	164, 176, 188, 200
-	I	164, 176, 191
-	B	161, 173, 185, 197
-	F	161, 173, 185, 197
-	N	161, 173, 185, 197
Mineral Water	G	158, 170, 182, 194
-	I	161, 170, 182, 194
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-	N	155, 167, 179, 191
Pharmaceuticals	G	160, 172, 184, 196
-	I	160, 172, 184, 196
-	B	157, 169, 181, 193
-	F	157, 169, 181, 193
-	N	157, 169, 181, 193
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-	I	164, 176, 191
-	B	161, 173, 185, 197
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-	N	161, 173, 185, 197
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-	I	161, 170, 182, 194
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-	F	163, 175, 187, 199
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-	F	155, 170, 179, 191
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-	I	160, 172, 184, 196
-	B	157, 169, 181, 193
-	F	157, 169, 181, 193
-	N	157, 169, 181, 193
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-	I	164, 176, 191
-	B	161, 173, 185, 197
-	F	161, 173, 185, 197
-	N	161, 173, 185, 197
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-	I	160, 172, 184, 196
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-	F	157, 169, 181, 193
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-	F	155, 170, 179, 191
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-	N	196	March 1979
Appliances - Small Domestic	F	106	September 1971
-	G	157	December 1975
-	N	169	December 1976
Appliances - Small Electrical			
Kitchen	B	199	June 1979
Baby Foods	F	116	July 1972
-	B	164	July 1976
Babywear and Infants' Clothing	F	186	May 1978
Ballpoints and Felt Pens	F	145	December 1974
Ballpoints, Pens and Pencils	I	169	December 1976
Bath Products	F	118	September 1972
-	N	127	June 1973
Bath Additives	G	187	June 1978
Bathroom Fittings	F	201	August 1979
Batteries - Dry-Cell	G	151	June 1975
-	F	160	March 1976
Bedding and Blankets	B	108	November 1971
Bedspreads and Blankets	I	189	August 1978
Beef and Veal	I	197	April 1979
Beer	B	104	July 1971
-	F	128	July 1973
-	N	140	July 1974
Beverages - Non-Alcoholic	Swi	155	October 1975
Bicycles and Mopeds	N	126	May 1973
-	B	144	November 1974
-	G	156	November 1975
-	F	168	November 1976
-	I	177	August 1977
Biscuits	B	107	October 1971
-	N	113	April 1972
-	I	116	July 1972
-	F	146	January 1975
Blankets	F	126	May 1973
Blankets and Bedding	B	108	November 1971
Blankets and Bedspreads	I	189	August 1978
Bread - Industrial	G	125	April 1973
-	B	143	October 1974
-	F	188	July 1978
Breakfast Cereals	N	164	July 1976
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-	G	171	February 1977
Cake Mixes and Dessert Powders	N	104	July 1971
Calculators - Pocket	I	148	March 1975
-	F	154	September 1975
-	N	159	February 1976
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<u>Subject</u>	<u>Country</u>	<u>Issue</u>	<u>Date</u>
Canned Fruit and Vegetables	I	119	October 1972
-	N	122	January 1973
-	B	128	July 1973
-	D	131	October 1973
Canned Vegetables	F	110	January 1972
Canned and Packet Soup	G	161	April 1976
-	B	176	July 1977
Car Body Maintenance Products	F	153	August 1975
Caravans	N	132	November 1973
-	G	141	August 1974
-	B	150	May 1975
Carpets	F	108	November 1971
-	G	117	August 1972
-	B	126	May 1973
Carpets and Rugs	Spn	186	May 1978
Carpets and Textile Floor Coverings	I	138	May 1974
Cassettes and Records	F	163	June 1976
-	I	175	June 1977
-	N	187	June 1978
Cassettes, Tapes and Records	F	102	May 1971
Catering	F	176	July 1977
Central Heating	B	112	March 1972
-	N	118	September 1972
-	F	151	June 1975
Cereals - Breakfast	N	164	July 1976
Champagne	F	197	April 1979
Cheese	G	185	April 1978
-	N	200	July 1979
China and Crockery Tableware	G	192	November 1978
China and Earthenware Tableware	F	195	February 1979
China and Other Ceramic Tableware	N	198	May 1979
-	I	201	August 1979
Cigarettes	N	158	January 1976
-	I	161	April 1976
-	G	167	October 1976
-	B	179	October 1977
Cigarette Lighters	F	114	May 1972
Cigars and Cigarillos	F	(104	July 1971
-		(152	July 1975
-	I	149	April 1975
Clocks and Watches	B	100	March 1971
-	Swi	117	August 1972
-	F	136	March 1974
-	I	139	June 1974
-	N	150	May 1975
-	G	175	June 1977
Clothing - Infants' and Babywear	F	186	May 1978
Coffee	G	182	January 1978
-	B	185	April 1978
Coffee and Tea	G	107	October 1971
-	B	116	July 1972
-	F	125	April 1973
-	N	134	January 1974
-	I	143	October 1974

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<u>Subject</u>	<u>Country</u>	<u>Issue</u>	<u>Date</u>
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Confectionery	Swi	119	October 1972
-	I	125	April 1973
-	A	161	April 1976
Contraceptives	G	130	September 1973
Convenience Desserts	F	134	January 1974
-	G	140	July 1974
-	N	173	April 1977
Cookers	F	187	June 1978
Cookers - Gas and Electric	G	121	December 1972
Cookers, Hobs and Ovens - Electric	B	160	March 1976
Cookers, Ovens and Hoods -			
Electric	N	184	March 1978
Corsetry and Lingerie	I	123	February 1973
Cosmetics	Swe	106	September 1971
Cosmetics and Toiletries	Swi	160	March 1976
Crockery Tableware - China and	G	192	November 1978
Crystal and Glass Tableware	G	201	August 1979
Cut and Pipe Tobacco	G	137	April 1974
Cutlery	G	(118	September 1972
-		(195	February 1979
Dairy Products	I	137	April 1974
Deodorants	I	121	December 1972
-	G	163	June 1976
-	N	166	September 1976
Desserts - Convenience	F	134	January 1974
-	G	140	July 1974
-	N	173	April 1977
Dessert Powders and Cake Mixes	N	104	July 1971
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Part 1		172	March 1977
Part 2		175	June 1977
Diapers - Disposable	B	168	November 1976
Diapers and Baby Pants	F	141	August 1974
Dietetic Foods	G	101	April 1971
-	G	179	October 1977
Dietetic, Dietary and Health			
Foods	F	182	January 1978
Dishwashers	F	115	June 1972
-	G	133	December 1973
-	I	145	December 1974
-	N	157	December 1975
-	B	181	December 1977
Disposable Diapers	B	168	November 1976
Disposable Paper Products	B	136	March 1974
-	F	157	December 1975
-	I	163	June 1976
-	G	178	September 1977
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Do-It-Yourself Power Tools	B	178	September 1977
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-	G	157	December 1975
-	N	169	December 1976

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<u>Subject</u>	<u>Country</u>	<u>Issue</u>	<u>Date</u>
Domestic Heating (Central)	B	112	March 1972
-	N	118	September 1972
-	F	151	June 1975
Domestic Space Heating	N	121	December 1972
Drinks - Soft	N	110	January 1972
-	G	131	October 1973
-	Swi	155	October 1975
Dry-Cell Batteries	G	151	June 1975
-	F	160	March 1976
Dry-Cleaning and Laundry	F	180	November 1977
-	B	198	May 1979
Dry and Savoury Snacks	F	158	January 1976
Earthenware Tableware - China and	F	195	February 1979
Edible Oils	I	107	October 1971
Edible Oils and Fats	B	134	January 1974
-	N	146	January 1975
Electrical Appliances - Small			
Domestic	G	157	December 1975
-	N	169	December 1976
Electrical Appliances - Small			
Kitchen	B	199	June 1979
Electric Cookers, Hobs and Ovens	B	160	March 1976
Electric Cookers, Ovens and Hoods	N	184	March 1978
Electric Light Bulbs	G	181	December 1977
-	F	184	March 1978
Face and Skin Care Products	N	190	September 1978
Felt Pens and Ballpoints	F	145	December 1974
Fittings - Bathroom	F	201	August 1979
Floor Coverings and Carpets	G	117	August 1972
-	B	126	May 1973
-	I	138	May 1974
Floor Coverings - Non-Textile	F	162	May 1976
Floor Coverings - Textile	N	174	May 1977
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Cleaners	B	184	March 1978
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Footwear	I	180	November 1977
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-	F	148	March 1975
-	I	172	March 1977
Fresh Fruit	I	200	July 1979
Frozen Foods	I	101	April 1971
-	G	143	October 1974
-	N	149	April 1975
Fruit - Fresh	I	200	July 1979
Fruit Juices	G	173	April 1977
Fruit and Vegetables - Canned	I	119	October 1972
-	N	122	January 1973
-	B	128	July 1973
-	D	131	October 1973
Furnishings	Spn	105	August 1971
Furniture - Built-In Kitchen	N	162	May 1976
-	G	171	February 1977
Furniture - Kitchen	F	192	November 1978
Furniture - Office	B	177	August 1977
-	N	189	August 1978
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<u>Subject</u>	<u>Country</u>	<u>Issue</u>	<u>Date</u>
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Glass and Crystal Tableware	G	201	August 1979
Hair Care Products	I	103	June 1971
-	B	130	September 1973
-	G	139	June 1974
Hams and Sausages	I	167	October 1976
-	G	191	October 1978
Health, Dietetic and Dietary Foods	F	182	January 1978
Health and Slimming Foods	G	179	October 1977
Heating - Central	B	112	March 1972
-	N	118	September 1972
-	F	151	June 1975
Heating - Domestic Space	N	121	December 1972
Hi-Fi Equipment	F	166	September 1976
Holidays - Package	B	138	May 1974
-	N	144	November 1974
-	F	150	May 1975
Home Electronics	A	172	March 1977
-	Swi	199	June 1979
Hoods, Cookers and Ovens -			
Electric	N	184	March 1978
Household Containers - Plastic	B	148	March 1975
Hosiery and Lingerie - Women's	G	111	February 1972
-	N	153	August 1975
Household Maintenance Products	N	103	June 1971
-	F	(109	December 1971
-		(133	December 1973
-		(199	June 1979
-	B	115	June 1972
Icecream	B	194	January 1979
In-Car Entertainment Appliances	F	193	December 1978
-	N	196	March 1979
Industrial Bread	F	188	July 1978
-	G	125	April 1973
-	B	143	October 1974
Industrial Pastry	G	152	July 1975
-	I	155	October 1975
-	B	158	January 1976
-	N	170	January 1977
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-	B	146	January 1975
Jams, Jellies and Marmalades	N	152	July 1975
-	I	173	April 1977
Jeans	F	144	November 1974
-	I	156	November 1975
-	G	165	August 1976
-	B	171	February 1977
-	N	180	November 1977
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Kitchen Furniture - Built-In	N	162	May 1976
-	G	171	February 1977

MARKETING IN EUROPE - Alphabetical Index to Special Reports

<u>Subject</u>	<u>Country</u>	<u>Issue</u>	<u>Date</u>
Knitwear	I	(105	August 1971
-		(183	February 1978
-	N	120	November 1972
-	B	135	February 1974
-	G	153	August 1975
Laundry and Dry-Cleaning	F	180	November 1977
-	B	198	May 1979
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Machines	N	181	December 1977
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Leather Goods	I	159	February 1976
-	F	174	May 1977
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-	F	184	March 1978
Lighters	F	114	May 1972
-	G	129	August 1973
-	B	169	December 1976
Lingerie and Corsetry - Women's	I	123	February 1973
Lingerie and Hosiery - Women's	G	111	February 1972
-	N	153	August 1975
Luggage	G	102	May 1971
-	I	147	February 1975
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Maintenance Products - Household	N	103	June 1971
-	F	(109	December 1971
-		(133	December 1973
-		(199	June 1979
-	B	115	June 1972
Marmalades, Jams and Jellies	N	152	July 1975
-	I	173	April 1977
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-	B	144	November 1974
-	G	156	November 1975
-	F	168	November 1976
-	I	177	August 1977
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Non-Alcoholic Beverages	Swi	155	October 1975
Non-Textile Floor Coverings	F	162	May 1976
Nuts - Roasted and Salted	B	155	October 1975
Office Furniture	B	177	August 1977
-	N	189	August 1978
Oils - Edible	I	107	October 1971
Oils and Fats - Edible	B	134	January 1974
-	N	146	January 1975
Oils - Sun	F	100	March 1971
-	I	127	June 1973
-	G	166	September 1976
Oral Hygiene Products	N	178	September 1977
Outerwear - Men's	G	123	February 1973
Package Holidays	B	138	May 1974
-	N	144	November 1974
-	F	150	May 1975
Packet and Canned Soup	G	161	April 1976
-	B	176	July 1977

MARKETING IN EUROPE - Alphabetical Index to Special Reports

<u>Subject</u>	<u>Country</u>	<u>Issue</u>	<u>Date</u>
Paint and Wallpaper	B	124	March 1973
-	F	129	August 1973
-	N	138	May 1974
-	G	168	November 1976
Paperbacks	B	114	May 1972
-	F	120	November 1972
Paper Products - Disposable	B	136	March 1974
-	F	157	December 1975
-	I	163	June 1976
-	G	178	September 1977
Pasta	F	170	January 1977
-	I	179	October 1977
Pastry - Industrial	G	152	July 1975
-	I	155	October 1975
-	B	158	January 1976
-	N	170	January 1977
Pens, Pencils and Ballpoints	I	169	December 1976
Perfumes and Colognes	F	142	September 1974
Personal Freshness Products	G	109	December 1971
-	N	112	March 1972
Petfoods	B	110	January 1972
-	F	164	July 1976
-	G	170	January 1977
-	N	176	July 1977
Pharmaceuticals	N	(106	September 1971
Pharmaceutical Market - The		(193	December 1978
Pharmaceuticals	I	133	December 1973
Pharmaceutical Market - The	F	190	September 1978
-	B	196	March 1979
Photographic Goods	N	108	November 1971
-	B	123	February 1973
-	I	135	February 1974
-	G	159	February 1976
Plants and Flowers	B	189	August 1978
Potato Products	N	194	January 1979
Poultry	G	152	July 1975
Pipe and Cut Tobacco	G	137	April 1974
Pipes	F	119	October 1972
Plants and Flowers	B	189	August 1978
Plastic Household Containers	B	148	March 1975
Pocket Calculators	I	148	March 1975
-	F	154	September 1975
-	N	159	February 1976
Preserves - Meat	B	191	October 1978
Processed and Preserved Foods	I	191	October 1978
Radio and Television	I	109	December 1971
-	N	124	March 1973
Rainwear	B	120	November 1972
-	F	147	February 1975
-	I	165	August 1976
Records and Cassettes	F	163	June 1976
-	I	175	June 1977
-	N	187	June 1978
Records, Tapes and Cassettes	F	102	May 1971
Refrigerators and Freezers	N	136	March 1974
-	F	148	March 1975
-	I	172	March 1977

MARKETING IN EUROPE - Alphabetical Index to Special Reports

<u>Subject</u>	<u>Country</u>	<u>Issue</u>	<u>Date</u>
Roasted and Salted Nuts	B	155	October 1975
Rugs and Carpets	Spn	186	May 1978
Sausages and Hams	I	167	October 1976
-	G	191	October 1978
Savoury Sauces and Soups	F	140	July 1974
Savoury Snacks	F	158	January 1976
-	N	167	October 1976
Scarves, Ties and Shirts	I	111	February 1972
Selected Household Maintenance Products	N	103	June 1971
-	F	(109	December 1971
-		(133	December 1973
-	B	115	June 1972
Sewing Machines	N	100	March 1971
-	G	103	June 1971
-	F	(124	March 1973
-		(196	March 1979
-	B	142	September 1974
-	I	154	September 1975
Shaving Products	G	127	June 1973
-	I	130	September 1973
Shirts and Ties	F	132	November 1973
-	B	162	May 1976
-	G	177	August 1977
Shirts, Ties and Scarves	I	111	February 1972
Skin and Face Care Products	N	190	September 1978
Skis and Ski Boots	A	195	February 1979
Slimming and Health Foods	G	179	October 1977
Small Domestic Appliances	F	106	September 1971
-	G	157	December 1975
-	N	169	December 1976
Small Electrical Kitchen Appliances	B	199	June 1979
Snacks - Dry and Savoury	F	158	January 1976
Snacks - Savoury	N	167	October 1976
Soaps and Detergents:	F		
Part 1		172	March 1977
Part 2		175	June 1977
Soft Drinks	N	110	January 1972
-	G	131	October 1973
-	Swi	155	October 1975
Soft Toys and Dolls	I	129	August 1973
Sound Reproducing Equipment	G	115	June 1972
Soups and Savoury Sauces	F	140	July 1974
Soup - Packet and Canned	G	161	April 1976
-	B	176	July 1977
Space Heating Equipment	N	121	December 1972
Spirits and Wines	G	113	April 1972
-	B	122	January 1973
-	N	131	October 1973
-	A	188	July 1978
Sports Equipment	B	132	November 1973
Sports Goods - Selected	G	147	February 1975
Sportswear	B	102	May 1971
Sun-Tan Products	F	100	March 1971
-	I	127	June 1973
-	G	166	September 1976

MARKETING IN EUROPE - Alphabetical Index to Special Reports

Subject	Country	Issue	Date
Swimwear	B	165	August 1976
-	N	183	February 1978
Tableware - China and Crockery	G	192	November 1978
Tableware - China and Earthenware	F	195	February 1979
Tableware - China and Other Ceramic	N	198	May 1979
-	I	201	August 1979
Tapes, Cassettes and Records	F	102	May 1971
Tea and Coffee	G	107	October 1971
-	B	116	July 1972
-	F	125	April 1973
-	N	134	January 1974
-	I	143	October 1974
Television and Radio	I	109	December 1971
-	N	124	March 1973
Tents and Camping Equipment	B	174	May 1977
Textiles	Swi	171	February 1977
Textile Floor Coverings	G	117	August 1972
-	N	174	May 1977
Textile Floor Coverings and Carpets	I	138	May 1974
Ties and Shirts	F	132	November 1973
-	B	162	May 1976
-	G	177	August 1977
Ties, Shirts and Scarves	I	111	February 1972
Tobacco Products	Spn	101	April 1971
-	I	113	April 1972
-	Swi	182	January 1978
-	F	200	July 1979
Tobacco - Cut	N	128	July 1973
Tobacco - Cut and Pipe	G	137	April 1974
Toiletries and Cosmetics	Swi	160	March 1976
Toiletries - Men's	N	139	June 1974
-	G	145	December 1974
Tools - Do-It-Yourself	I	141	August 1974
Tools - Do-It-Yourself - Power	B	178	September 1977
Toys	G	105	August 1971
-	Swe	111	February 1972
-	B	117	August 1972
Toys and Games	F	156	November 1975
Toys - Soft and Dolls	I	129	August 1973
Vacuum Cleaners and Floor Polishers	B	184	March 1978
Veal and Beef	I	197	April 1979
Vegetables - Canned	F	110	January 1972
Vegetables and Fruit - Canned	I	119	October 1972
-	N	122	January 1973
-	B	128	July 1973
-	D	131	October 1973
Wallpaper and Paint	B	124	March 1973
-	F	129	August 1973
-	N	138	May 1974
-	G	168	November 1976
Washing Machines	F	112	March 1972
-	I	151	June 1975
Washing Machines and Laundry Dryers	N	181	December 1977

MARKETING IN EUROPE - Alphabetical Index to Special Reports

<u>Subject</u>	<u>Country</u>	<u>Issue</u>	<u>Date</u>
Watches and Clocks	B	100	March 1971
-	Swi	117	August 1972
-	F	136	March 1974
-	I	139	June 1974
-	N	150	May 1975
-	G	175	June 1977
Wine	F	137	April 1974
-	Spn	194	January 1979
Wines and Spirits	G	113	April 1972
-	B	122	January 1973
-	N	131	October 1973
-	A	188	July 1978
Women's Lingerie and Corsetry	I	123	February 1973
Women's Lingerie and Hosiery	G	111	February 1972
-	N	153	August 1975
Women's Magazines	G	135	February 1974

COUNTRY INDEX TO SPECIAL REPORTS

	<u>Issue</u>	<u>Date</u>
<u>Austria</u>		
Confectionery	161	April 1976
Home Electronics	172	March 1977
Skis and Ski Boots	195	February 1979
Wines and Spirits	188	July 1978
<u>Belgium</u>		
Appliances - Small Electrical Kitchen	199	June 1979
Baby Foods	164	July 1976
Bedding and Blankets	108	November 1971
Beer	104	July 1971
Bicycles and Mopeds	144	November 1974
Biscuits	107	October 1971
Bread - Industrial	143	October 1974
Camping Equipment and Tents	174	May 1977
Canned Fruit and Vegetables	128	July 1973
Canned and Packet Soup	176	July 1977
Caravans	150	May 1975
Carpets and Floor Coverings	126	May 1973
Central Heating	112	March 1972
Cigarettes	179	October 1977
Clocks and Watches	100	March 1971
Coffee	185	April 1978
Coffee and Tea	116	July 1972
Cookers, Hobs and Ovens - Electric	160	March 1976
Dishwashers	181	December 1977
Disposable Diapers	168	November 1976
Disposable Paper Products	136	March 1974
Do-It-Yourself Power Tools	178	September 1977
Domestic Central Heating	112	March 1972
Dry-Cleaning and Laundry	198	May 1979
Electric Cookers, Hobs and Ovens	160	March 1976
Electrical Appliances - Small Kitchen	199	June 1979
Fats and Oils - Edible	134	January 1974
Floor Coverings and Carpets	126	May 1973
Floor Polishers and Vacuum Cleaners	184	March 1978
Flowers and Plants	189	August 1978
Fruit and Vegetables - Canned	128	July 1973
Furniture - Office	177	August 1977
Hair Care Products	130	September 1973
Heating - Domestic Central	112	March 1972
Household Containers - Plastic	148	March 1975
Household Maintenance Products - Selected	115	June 1972
Industrial Pastry	158	January 1976
Icecream	194	January 1979
Jam	146	January 1975
Jeans	171	February 1977
Kitchen Appliances - Small Electrical	199	June 1979
Knitwear	135	February 1974
Laundry and Dry-Cleaning	198	May 1979
Lawnmowers	154	September 1975
Lighters	169	December 1976
Mattresses	186	May 1978

MARKETING IN EUROPE - Country Index to Special Reports

	<u>Issue</u>		<u>Date</u>
Meat Preserves	191	October	1978
Mopeds and Bicycles	144	November	1974
Nuts - Roasted and Salted	155	October	1975
Office Furniture	177	August	1977
Oils and Fats - Edible	134	January	1974
Package Holidays	138	May	1974
Packet and Canned Soups	176	July	1977
Paint and Wallpaper	124	March	1973
Paper Products - Disposable	136	March	1974
Paperbacks	114	May	1972
Pastry - Industrial	158	January	1976
Petfoods	110	January	1972
Pharmaceutical Market - The	196	March	1979
Photographic Goods	123	February	1973
Plants and Flowers	189	August	1978
Plastic Household Containers	148	March	1975
Preserves - Meat	191	October	1978
Rainwear	120	November	1972
Roasted and Salted Nuts	155	October	1975
Selected Household Maintenance Products	115	June	1972
Sewing Machines	142	September	1974
Shirts and Ties	162	May	1976
Small Electrical Kitchen Appliances	199	June	1979
Soup - Packet and Canned	176	July	1976
Spirits and Wines	122	January	1973
Sports Equipment	132	November	1973
Sportswear	102	May	1971
Swimwear	165	August	1976
Tea and Coffee	116	July	1972
Tents and Camping Equipment	174	May	1977
Ties and Shirts	162	May	1976
Tools - Do-It-Yourself - Power	178	September	1977
Toys	117	August	1972
Vacuum Cleaners and Floor Polishers	184	March	1978
Vegetables and Fruit - Canned	128	July	1973
Wallpaper and Paint	124	March	1973
Watches and Clocks	100	March	1971
Wines and Spirits	122	January	1973

Denmark

Canned Fruit and Vegetables	131	October	1973
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France

Appliances - In-Car Entertainment	193	December	1978
Baby Foods	116	July	1972
Babywear and Infants' Clothing	186	May	1978
Ballpoints and Felt Pens	145	December	1974
Bath Products	118	September	1972
Bathroom Fittings	201	August	1979
Batteries - Dry-Cell	160	March	1976
Beer	128	July	1973
Bicycles and Mopeds	168	November	1976
Biscuits	146	January	1975
Blankets	126	May	1973

	Issue	Date
Bread - Industrial	188	July 1978
Calculators - Pocket	154	September 1975
Canned Vegetables	110	January 1972
Car Body Maintenance Products	153	August 1975
Carpets	108	November 1971
Cassettes and Records	163	June 1976
Cassettes, Tapes and Records	102	May 1971
Catering	176	July 1977
Central Heating	151	June 1975
Champagne	197	April 1979
China and Earthenware Tableware	195	February 1979
Cigarette Lighters	114	May 1972
Cigars and Cigarillos	104	July 1971
-	152	July 1975
Clocks and Watches	136	March 1974
Coffee and Tea	125	April 1973
Colognes and Perfumes	142	September 1974
Convenience Desserts	134	January 1974
Cookers	187	June 1978
Detergents and Soaps:		
Part 1	172	March 1977
Part 2	175	June 1977
Diapers and Baby Pants	141	August 1974
Dietetic, Dietary and Health Foods	182	January 1978
Dishwashers	115	June 1972
Disposable Paper Products	157	December 1975
Dry-Cleaning and Laundry	180	November 1977
Dry and Savoury Snacks	158	January 1976
Dry-Cell Batteries	160	March 1976
Earthenware Tableware - China and	195	February 1979
Electric Light Bulbs	184	March 1978
Felt Pens and Ballpoints	145	December 1974
Fittings - Bathroom	201	August 1979
Floor Coverings - Non-Textile	162	May 1976
Freezers and Refrigerators	148	March 1975
Furniture - Kitchen	192	November 1978
Games and Toys	156	November 1975
Health, Dietetic and Dietary Foods	182	January 1978
Heating - Central	151	June 1975
Hi-Fi Equipment	166	September 1976
Holidays - Package	150	May 1975
Household Maintenance Products	109	December 1971
-	133	December 1973
-	199	June 1979
In-Car Entertainment Appliances	193	December 1978
Industrial Bread	188	July 1978
Infants' Clothing and Babywear	186	May 1978
Jam	122	January 1973
Jeans - Denim Blue	144	November 1974
Kitchen Furniture	192	November 1978
Laundry and Dry-Cleaning	180	November 1977
Leather Goods	174	May 1977
Lighters	114	May 1972
Maintenance Products - Car Body	153	August 1975
Maintenance Products - Household	109	December 1971
-	133	December 1973
-	199	June 1979
Mopeds and Bicycles	168	November 1976

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	<u>Issue</u>	<u>Date</u>
Non-Textile Floor Coverings	162	May 1976
Package Holidays	150	May 1975
Paint and Wallpaper	129	August 1973
Paper Products - Disposable	157	December 1975
Paperbacks	120	November 1972
Pasta	170	January 1977
Perfumes and Colognes	142	September 1974
Petfoods	164	July 1976
Pharmaceutical Market - The	190	September 1978
Pipes	119	October 1972
Rainwear	147	February 1975
Records and Cassettes	163	June 1976
Records, Tapes and Cassettes	102	May 1971
Refrigerators and Freezers	148	March 1975
Savoury Sauces and Soups	140	July 1974
Selected Household Maintenance Products	109	December 1971
-	133	December 1973
Sewing Machines	124	March 1973
-	196	March 1979
Shirts and Ties	132	November 1973
Small Domestic Appliances	106	September 1971
Snacks - Dry and Savoury	158	January 1976
Soaps and Detergents:		
Part 1	172	March 1977
Part 2	175	June 1977
Soups and Savoury Sauces	140	July 1974
Sun-Tan Products	100	March 1971
Tapes, Cassettes and Records	102	May 1971
Tea and Coffee	125	April 1973
Ties and Shirts	132	November 1973
Tableware - China and Earthenware	195	February 1979
Tobacco Products	200	July 1979
Toys and Games	156	November 1975
Vegetables - Canned	110	January 1972
Wallpaper and Paint	129	August 1973
Washing Machines	112	March 1972
Watches and Clocks	136	March 1974
Wines	137	April 1974

Germany

Appliances - Small Domestic Electric	157	December 1975
Bath Additives	187	June 1978
Batteries - Dry-Cell	151	June 1975
Bicycles and Mopeds	156	November 1975
Bread - Industrial	125	April 1973
Built-In Kitchen Furniture	171	February 1977
Caravans	141	August 1974
Carpets	117	August 1972
Cheese	185	April 1978
China and Crockery Tableware	192	November 1978
Cigarettes	167	October 1976
Clocks and Watches	175	June 1977
Coffee	182	January 1978
Coffee and Tea	107	October 1971
Convenience Desserts	140	July 1974
Contraceptives	130	September 1973

	Issue	Date
Cookers - Gas and Electric	121	December 1972
Crystal and Glass Tableware	201	August 1979
Cut and Pipe Tobacco	137	April 1974
Cutlery	118	September 1972
-	195	February 1979
Deodorants	163	June 1976
Desserts - Convenience	140	July 1974
Dietetic Foods	101	April 1971
Dishwashers	133	December 1973
Disposable Paper Products	178	September 1977
Electric Light Bulbs	181	December 1977
Floor Coverings and Carpets	117	August 1972
Frozen Foods	143	October 1974
Fruit Juices	173	April 1977
Furniture - Built-In Kitchen	171	February 1977
Gas and Electric Cookers	121	December 1972
Glassware	142	September 1974
Glass and Crystal Tableware	201	August 1979
Hair Care Products	139	June 1974
Hams and Sausages	191	October 1978
Health and Slimming Foods	179	October 1977
Industrial Bread	125	April 1973
Industrial Pastry	152	July 1975
Jeans	165	August 1976
Keep-Fit Equipment	198	May 1979
Kitchen Furniture - Built-In	171	February 1977
Knitwear	153	August 1975
Lighters	129	August 1973
Lingerie and Hosiery - Women's	111	February 1972
Luggage	102	May 1971
Magazines - Women's	135	February 1974
Men's Toiletries	145	December 1974
Mopeds and Bicycles	156	November 1975
Musical Instruments	183	February 1978
Outerwear - Men's	123	February 1973
Packet and Canned Soup	161	April 1976
Paints and Wallpaper	168	November 1976
Paper Products - Disposable	178	September 1977
Pastry - Industrial	152	July 1975
Personal Freshness Products	109	December 1971
Petfoods	170	January 1977
Photographic Goods	159	February 1976
Poultry	152	July 1975
Sausages and Hams	191	October 1978
Sewing Machines	103	June 1971
Shaving Products	127	June 1973
Shirts and Ties	177	August 1977
Slimming and Health Foods	179	October 1977
Small Domestic Electric Appliances	157	December 1975
Soft Drinks	131	October 1973
Sound Reproducing Equipment	115	June 1972
Soup - Packet and Canned	161	April 1976
Spirits and Wines	113	April 1972
Sports Goods - Selected	147	February 1975
Sun-Tan Products	166	September 1976
Tableware - China and Crockery	192	November 1978
Tea and Coffee	107	October 1971

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	<u>Issue</u>	<u>Date</u>
Textile Floor Coverings	117	August 1972
Ties and Shirts	177	August 1977
Tobacco - Cut and Pipe	137	April 1974
Toiletries - Men's	145	December 1974
Toys	105	August 1971
Wallpaper and Paints	168	November 1976
Watches and Clocks	175	June 1977
Wines and Spirits	113	April 1972
Women's Magazines	135	February 1974

Italy

Aperitifs	188	July 1978
Ballpoints, Pens and Pencils	169	December 1976
Bedspreads and Blankets	189	August 1978
Beef and Veal	197	April 1979
Bicycles and Mopeds	177	August 1977
Biscuits	116	July 1972
Blankets and Bedspreads	189	August 1978
Calculators - Pocket	148	March 1975
Canned Vegetables and Fruit	119	October 1972
Carpets and Textile Floor Coverings	138	May 1974
Cassettes and Records	175	June 1977
China and Other Ceramic Tableware	201	August 1979
Cigarettes	161	April 1976
Cigars and Cigarillos	149	April 1975
Clocks and Watches	139	June 1974
Coffee and Tea	143	October 1974
Confectionery	125	April 1973
Corsetry and Lingerie	123	February 1973
Dairy Products	137	April 1974
Deodorants	121	December 1972
Dishwashers	145	December 1974
Disposable Paper Products	163	June 1976
Do-It-Yourself Tools	141	August 1974
Dolls and Soft Toys	129	August 1973
Edible Oils	107	October 1971
Floor Coverings	138	May 1974
Footwear	180	November 1977
Freezers and Refrigerators	172	March 1977
Fresh Fruit	200	July 1979
Frozen Foods	101	April 1971
Hair Care Products	103	June 1971
Ham and Sausages	167	October 1976
Industrial Pastry	155	October 1975
Jams, Jellies and Marmalades	173	April 1977
Jeans	156	November 1975
Knitwear	105	August 1971
-	183	February 1978
Leather Goods	159	February 1976
Lingerie and Corsetry	123	February 1973
Luggage	147	February 1975
Marmalades, Jams and Jellies	173	April 1977
Mopeds and Bicycles	177	August 1977
Oils - Edible	107	October 1971
Paper Products - Disposable	163	June 1976

MARKETING IN EUROPE - Country Index to Special Reports

	Issue		Date
Pasta	179	October	1977
Pastry - Industrial	155	October	1975
Pens, Pencils and Ballpoints	169	December	1976
Pharmaceuticals	133	Decembet	1973
Photographic Goods	135	February	1974
Processed and Preserved Foods	191	October	1978
Radio and Television	109	December	1971
Rainwear	165	August	1976
Records and Cassettes	175	June	1977
Refrigerators and Freezers	172	March	1977
Sausages and Ham	167	October	1976
Sewing Machines	154	September	1974
Shaving Lotions and Creams	130	September	1973
Shirts, Ties and Scarves	111	February	1972
Soft Toys and Dolls	129	August	1973
Sun Products	127	June	1973
Tableware - China and Other Ceramic	201	August	1979
Tea and Coffee	143	October	1974
Television and Radio	109	December	1971
Textile Floor Coverings and Carpets	138	May	1974
Tobacco Products	113	April	1972
Tools - Do-It-Yourself	141	August	1974
Veal and Beef	197	April	1979
Vegetables and Fruit - Canned	119	October	1972
Washing Machines	151	June	1975
Watches and Clocks	139	June	1974
Women's Lingerie and Corsetry	123	February	1973

Netherlands

Appliances - In-Car Entertainment	196	March	1979
Appliances - Small Electrical Domestic	169	December	1976
Bath Products	127	June	1973
Beer	140	July	1974
Bicycles and Mopeds	126	May	1973
Biscuits	113	April	1972
Breakfast Cereals	164	July	1976
Built-In Kitchen Furniture	162	May	1976
Cake Mixes and Dessert Powders	104	July	1971
Calculators - Pocket	159	February	1976
Camping Equipment	114	May	1972
Canned Fruit and Vegetables	122	January	1973
Caravans	132	November	1973
Cassettes and Records	187	June	1978
Central Heating - Domestic	118	September	1972
Cereals - Breakfast	164	July	1976
Cheese	200	July	1979
China and Other Ceramic Tableware	198	May	1979
Cigarettes	158	January	1976
Clocks and Watches	150	May	1975
Coffee and Tea	134	January	1974
Convenience Desserts	173	April	1977
Cookers, Ovens and Hoods - Electric	184	March	1978
Cut Tobacco	128	July	1973
Deodorants	166	September	1976
Dessert Powders and Cake Mixes	104	July	1971
Desserts - Convenience	173	April	1977

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	<u>Issue</u>		<u>Date</u>
Dishwashers	157		December 1975
Do-It-Yourself Market - The	192		November 1978
Domestic Appliances - Small Electrical	169		December 1976
Domestic Central Heating	118		September 1972
Domestic Space Heating	121		December 1972
Edible Oils and Fats	146		January 1975
Electric Cookers, Ovens and Hoods	184		March 1978
Face and Skin Care Products	190		September 1978
Floor Coverings - Textile	174		May 1977
Freezers and Refrigerators	136		March 1974
Frozen Foods	149		April 1975
Furniture - Office	189		August 1978
Heating - Central	118		September 1972
Heating - Space	121		December 1972
Holidays - Package	144		November 1974
Hosiery and Lingerie - Women's	153		August 1975
Household Maintenance Products	103		June 1971
In-Car Entertainment Appliances	196		March 1979
Industrial Pastry	170		January 1977
Jams, Jellies and Marmalades	152		July 1975
Jeans	180		November 1977
Kitchen Furniture - Built-In	162		May 1976
Knitwear	120		November 1972
Laundry Dryers and Washing Machines	181		December 1977
Lingerie and Hosiery - Women's	153		August 1975
Marmalades, Jams and Jellies	152		July 1975
Men's Toiletries	139		June 1974
Mopeds and Bicycles	126		May 1973
Office Furniture	189		August 1978
Oils and Fats - Edible	146		January 1975
Oral Hygiene Products	178		September 1977
Package Holidays	144		November 1974
Paint and Wallpaper	138		May 1974
Pastry - Industrial	170		January 1977
Personal Freshness Products	112		March 1972
Petfoods	176		July 1977
Pharmaceuticals	106		September 1971
Pharmaceutical Market - The	193		December 1978
Photographic Goods	108		November 1971
Pocket Calculators	159		February 1976
Potato Products	194		January 1979
Radio and Television	124		March 1973
Records and Cassettes	187		June 1978
Refrigerators and Freezers	136		March 1974
Savoury Snacks	167		October 1976
Selected Household Maintenance Products	103		June 1971
Sewing Machines	100		March 1971
Skin and Face Care Products	190		September 1978
Small Electrical Domestic Appliances	169		December 1976
Soft Drinks	110		January 1972
Space Heating	121		December 1972
Spirits and Wines	131		October 1973
Swimwear	183		February 1978
Tableware - China and Other Ceramic	198		May 1979
Tea and Coffee	134		January 1974
Television and Radio	124		March 1973
Textile Floor Coverings	174		May 1977

MARKETING IN EUROPE - Country Index to Special Reports

	<u>Issue</u>		<u>Date</u>
Tobacco - Cut	128	July	1973
Toiletries - Men's	139	June	1974
Wallpaper and Paint	138	May	1974
Washing Machines and Laundry Dryers	181	December	1977
Watches and Clocks	150	May	1975
Wines and Spirits	131	October	1973
Women's Hosiery and Lingerie	153	August	1975

Spain

Carpets and Rugs	186	May	1978
Furnishings	105	August	1971
Tobacco Products	101	April	1971
Wine	194	January	1979

Sweden

Cosmetics	106	September	1971
Toys	111	February	1972

Switzerland

Clocks and Watches	117	August	1972
Confectionery	119	October	1972
Cosmetics and Toiletries	160	March	1976
Home Electronics	199	June	1979
Non-Alcoholic Beverages	155	October	1975
Textiles	171	February	1977
Tobacco Products	182	January	1978
Watches and Clocks	117	August	1972





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